

ALANA MATOS

PRODUCT DESIGN LEADER



CONTACT INFO

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Portfolio: www.alanamatos.com

PROFESSIONAL PROFILE

Design leader with 10+ years of experience delivering enterprise and consumer products, specializing in health-tech. Skilled in strategic vision and end-to-end design with a record of leading diverse teams to achieve results for Fortune 500s and startups. Committed to elevating product quality through collaborative leadership.

AREAS OF EXPERTISE

End-to-end product design • Team management
▪ Strategic Leadership • Prototyping • User flows • UX Copywriting • UX Research • Visual Design • Product Management • Cross-Functional Leadership • Sketch • Figma • Adobe Creative Suite • iOS and Android apps • MacOS, Windows, ChromeOS, and Linux apps

CONTRACTS

Product Designer (2022) • Meta • Wearables, voice assistant
Career Mentor (2020-2022) • Black Valley • Design Lab
Product Design Lead (2022) • Fintech App Contract
Product Designer (2021-2022) • The Economist Group
Senior Product Designer (2021) • Beyond Identity
Head Creative (2018-2019) • TEDx Aston University
UX Design Startup Mentor (2020) • BEC
Venture Associate (2019) • LTX VC
Contributing Writer (2018) • Forbes
Business Consultant (2018) • Startup Guide
UX Design Contractor (2018) • Verto
UX Design Contractor (2018) • USAA
Writing Contractor (2018) • The Social Client
Co-Founder & Head of Product (2015-2017) • Caila
Product Designer (2015-2016) • CAKE
Project Manager (2013-2015) • Boston Children's Hospital

EXPERIENCE

LEAD PRODUCT DESIGNER

Embleema | Remote | 2024 - present

Manage a design and marketing team at a biotech company advancing clinical trial technology. Deliver end-to-end product design.

LEAD PRODUCT DESIGNER

Stellar Elements | Remote | 2022 - 2024

Lead end-to-end product designer working with Fortune 500 clients across industries and sectors. Main client: Chick-fil-a.

SENIOR GROWTH PRODUCT DESIGNER

Clearing | New York | 2021 - 2022

End-to-end product designer for the growth intake experience for new patients. Integral in helping the company reach product-market fit.

SENIOR PRODUCT DESIGNER

The Economist | London | 2019 - 2021

Team lead for subscription products. Responsible for successfully delivering several multi-million dollar projects.

PRODUCT DESIGN LEAD

NeedsList | Philadelphia | 2017 - 2018

Led the development of the company's online platform, working with engineering to improve the product's user experience.

EDUCATION

ASTON UNIVERSITY

MSc International Business & Entrepreneurship | Graduated April 2020 | First Honors

HARVARD UNIVERSITY

EdM Mind, Brain, and Education | Graduated May 2016 | 4.0 GPA

NORTHEASTERN UNIVERSITY

BS Psychology | Graduated May 2014 | 3.7 GPA

CERTIFICATIONS

AI for Designers, 2023 • Figma Design System Course, 2021 • Created Visual Design, 2021 • Award in Behavioural Economics, IDM, 2020 • UX Copywriting, UX Writers Collective, 2020 • Certificate in JavaScript, General Assembly, 2018 • Certificate in HTML5, CSS3, and Web Design, General Assembly, 2016 • Certificate in User Experience Design, General Assembly, 2015